

## *NHS Choices pregnancy planner campaign*

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**CATEGORY NAME:**  
Online Viral Promotion

**PROJECT NAME:**  
NHS Choices

**ENTERING COMPANY:**  
The Team

**CLIENT:**  
NHS

This is a demonstration of how design can deliver a paradigm shift in the way people use public services. It's an example of how we are pioneering a new way of reaching citizens on health topics, beginning with pregnancy, by innovating a desktop application used by women to help them through pregnancy. It's a design first so difficult to compare, but the results speak for themselves.

Pregnancy is a time of excitement, anticipation and anxiety when a whole new world opens up for expectant mothers and their partners – birth-plans, breastfeeding, childbirth classes, midwives, contractions – the list goes on. At the onset of pregnancy everyone has a word of advice from family and friends, but who do you trust? And then there's the internet. Google "pregnancy" and thousands of charities and organisations push their opinions and guides. Amongst all this noise, mothers need trustworthy information.

NHS Choices ([www.nhs.uk](http://www.nhs.uk)) has a fantastic asset – authoritative and accurate information for pregnant mothers. However, the number of women finding and using that content was felt to be too low. NHS Choices needed to find a new way of providing expectant mothers with the information they needed, instantly and personally.

Supporting an on and offline awareness campaign, we also developed a desktop application that contains instantly updated information that expectant mothers need day by day. NHS Choices now has a direct

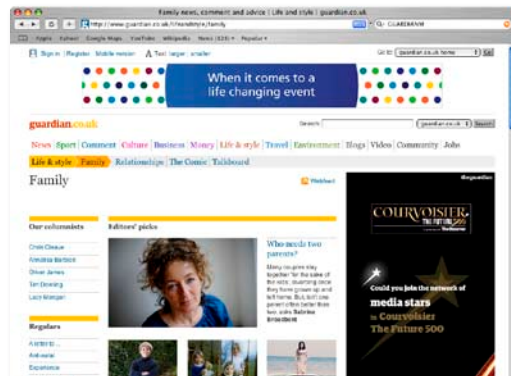
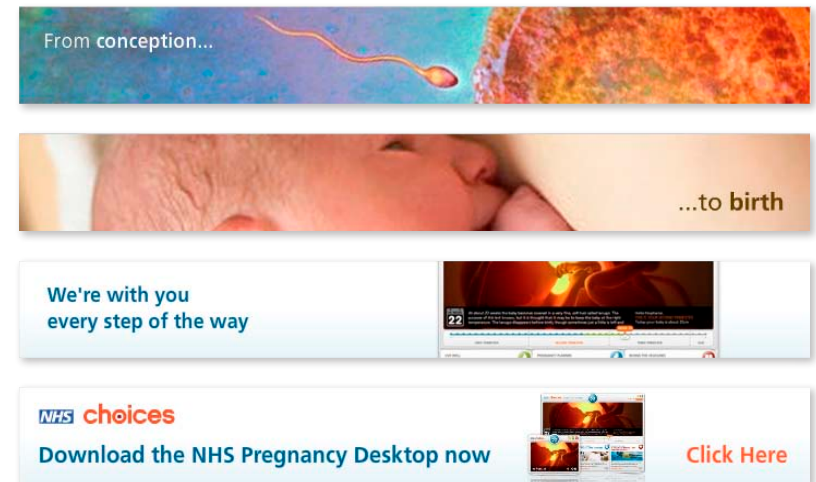
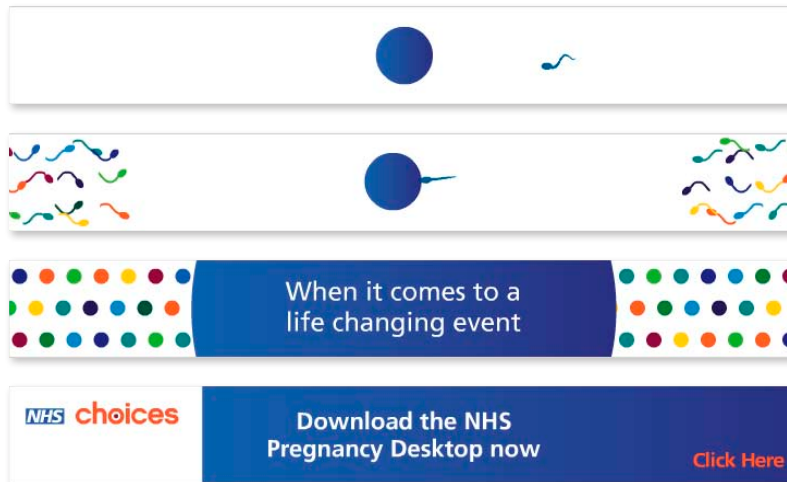
and persistent relationship with a key audience of mothers – and a fantastic connection into the wider family's health.

The NHS Choices pregnancy campaign ensured:

- **38% increase** in the number of pregnant women visiting the Pregnancy Care Planner section of NHS Choices site.
- **62,163 people** (equating to 7% of the pregnant population) clicked through to the site from online banner ads in the first 3 months.
- **The application is so popular with an ongoing acquisition rate of 2,369** new mothers per month without paid for media, this equates to 28,428 new relationships/year who can be targeted with other health information.
- **A very low cost per click of £1.35 compared with other campaigns of this type (£3.47) which is a 61% reduction in cost per acquisition.**
- Due to the success of this campaign and the positive reactions to the pregnancy planner from both midwives and pregnant women, NHS Choices has recommended that a similar online campaign is repeated every six months to engage new audiences.

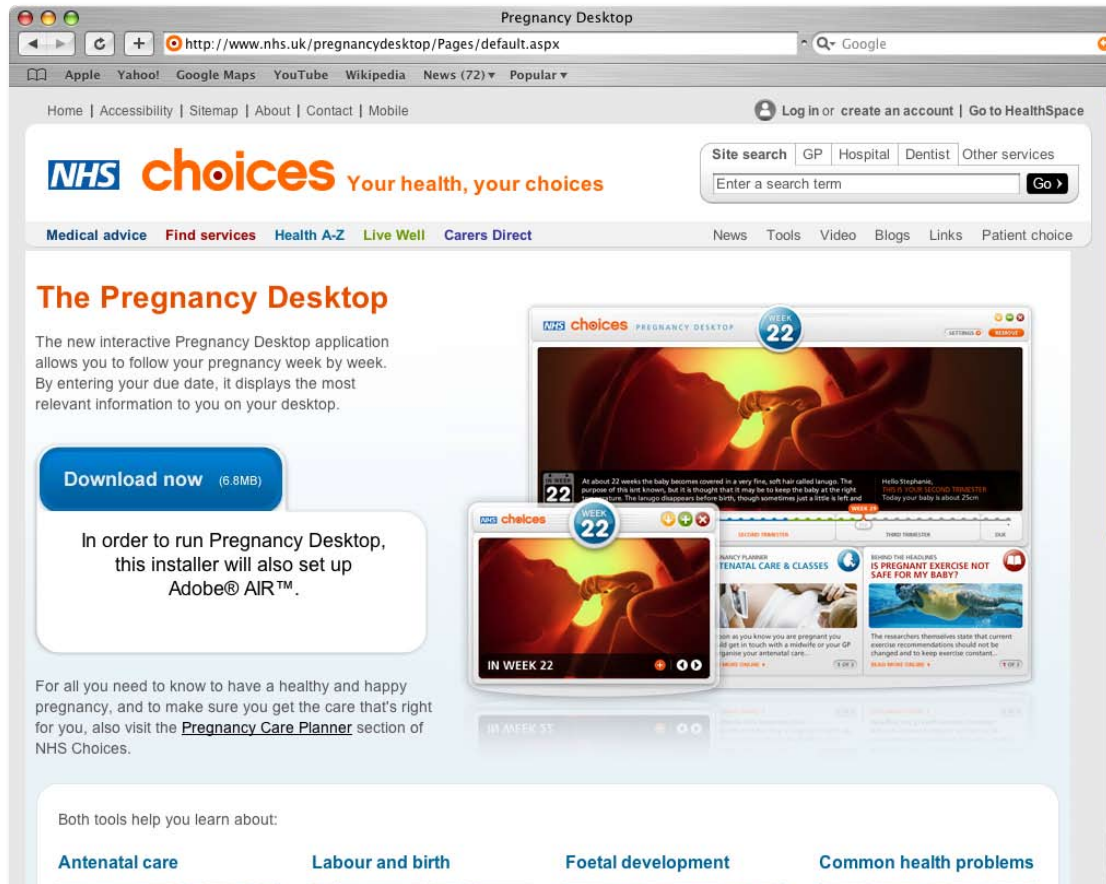
## Promoting the Application

### Promotional banners



## Application landing page

Pregnancy Desktop landing page from which users download the Application



## Pregnancy Application

1 Maximised version of the widget.

2 Minimised version of the widget, showing both information states.



1

2

*In real life*

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